

PAIRED PROMOTION ARCHITECTURE

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ABSTRACT OF THE DISCLOSURE

A novel method, system, and computer-readable medium that use a historical record of consumer behavior and/or demographic information relating to identify a more relevant promotion that is to be paired with a second low relevance product and/or product class. By pairing a more relevant promotion with a low relevance promotion, the consumer's attention can be captured and the likelihood that the low relevance promotion will be exercised increased.

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